

State Agency Recognition Awards 2003 Nomination

State Agency Being Nominated: Department of Motor Vehicles

Title of Nomination (Education/Outreach)
Small Business (benefits of) Certification Flyer

Award Recipient: Shamim Khan, Deputy Director

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Executive Summary:

In late 1998, DMV as well as all other state departments sent notices to their vendors of record notifying them of the new state certification program. However, since that time the department had not followed up on the status of existing vendors. Therefore, the Small Business/DVBE Advocacy Unit developed a Small Business Certification Flyer that was mailed all vendors of record that were not currently certified.

The Small Business Certification Flyer can be used as an outreach tool for any State Department or Agency. The flyer is a valuable tool to advise all existing non-certified small business owners of the benefits of becoming certified with the State of California.

Results:

A total of 614 flyers were mailed out during October 2002. 101 were returned as undeliverable. 19 small businesses contacted the department and became certified with the Department of General Services. As a result, the department is able to do business with 19 more small businesses and report their participation in the Contracting Activity Reports.

Lessons Learned:

Remember to revisit your vendor database periodically for possible new certifications or re-certifications of vendors that have failed to renew their certification.

Benefits:

The benefits of using the Small Business Certification Flyer:

- Increased small business participation;
- Increased list of certified vendors;
- Educates vendors regarding the benefits of certification; and
- Easy to mail one page document.

Other Agencies:

Any department can put the Small Business Certification Flyer into action by searching their procurement and contracts databases and identifying vendors that are not certified. The DMV document is a one-page flyer that can be easily duplicated and mailed.